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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/581,319	06/02/2006	Miyuki Okamoto	278542008700	3852
25225	7590	10/19/2009	EXAMINER	
MORRISON & FOERSTER LLP			LEE, MICHAEL	
12531 HIGH BLUFF DRIVE				
SUITE 100			ART UNIT	PAPER NUMBER
SAN DIEGO, CA 92130-2040			2622	
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			10/19/2009	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)	
	10/581,319	OKAMOTO ET AL.	
	Examiner	Art Unit	
	M. Lee	2622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 03 August 2009.
 2a) This action is FINAL. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-6 is/are pending in the application.
 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
 5) Claim(s) _____ is/are allowed.
 6) Claim(s) 1-6 is/are rejected.
 7) Claim(s) _____ is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ . |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____. | 6) <input type="checkbox"/> Other: _____ . |

DETAILED ACTION

1. Applicant's arguments in the appeal brief filed on 8/3/09 are persuasive and, therefore, the finality of the last office action is withdrawn.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1-3 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hara et al. (6,538,686).

Regarding claim 1, Hara discloses a mobile telephone with a television broadcast viewing function (col. 9, lines 47-65) showing a memory (memory table TB1), and a controller (60). The television or video-phone viewing mode and the voice-only telephone mode are controlled by the system control section 60 according to the process as set forth in Figure 8. During the television viewing mode, the display section 40 can be controlled to display different screen sizes and resolutions of video images. However, Hara does not disclose that the telephone mode setting information is also stored in the memory table TB1. Nevertheless, Hara teaches that power conservation is essential in his invention (note col. 13, lines 29-41). In order to further conserve power consumption during the voice-only telephone mode, it would have been obvious to one of ordinary skill in the art at the time that the invention was made to turn down or

off the brightness or luminance level of the display section. As matter of fact, like many other conventional cellular phones, such function maybe inherently included in Hara. The settings for controlling the display section would have to be stored in the memory table TB1, as with the settings during the television viewing mode.

Regarding claims 2 and 3, Hara does not specify the luminance setting information as claimed. However, as aforementioned, since the brightness or luminance level of the display section could be controlled freely, the selection of different luminance levels during different display modes is considered an obvious design choice; therefore, it would have been obvious at the time of the invention was made.

4. Claims 4-6 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hara et al. (6,538,686) in view of Kosaka (6,281,925).

Regarding claims 4-6, in addition of above rejections, Hara does not disclose that the sound setting information as claimed. Using different sound settings for different modes of operation is well known in the art. For instance, Kosaka, from the similar field of endeavor, teaches that sound level should be lowered when held close to the user in order to avoid disturbing others, and increased when away from the user in order to enable the user to hear the audio clearly (col. 1, line 36-45). Hence, knowing that Hara suffers the same problems as described in Kosaka, it would have been obvious to one of ordinary skill in the art at the time that the invention was made to include the sound setting feature of Kosaka into Hara so that the problems described in Kosaka could be avoided.

Response to Arguments

5. Applicant's arguments with respect to claims 1-6 have been considered but are moot in view of the new ground(s) of rejection.

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to M. Lee whose telephone number 571-272-7349. The examiner can normally be reached on Monday through Thursday from 9 to 6.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Sinh Tran, can be reached on 571-272-7564. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

/M. Lee/
Primary Examiner
Art Unit 2622